

INVOICE



WSFA
12 East Delano Ave.
Montgomery, AL 36105
Main: (334) 288-1212
Billing: (334) 288-1212

www.wsfa.com

Billing Address:

PinPoint Media, Inc (B)
Attention: Accounts Payable
1707 Osage St, Ste 103
Alexandria, VA 22302

Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1775571-1	07/30/17	July 2017	06/26/17 - 07/24/17

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
POL/Strange, Luther/R/Sen:	LUTHER STRANGE SENA	794

Flight Dates	Order #	Alt Order #
07/18/17 - 07/24/17	1775571	08709719

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
9915283	62	78

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	07/21/17	07/21/17	WSFA 12 News at Noon	12-1230pm	----1--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 ----1-- 1 \$100.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	F	07/21/17	12:08 PM	WSFA 12 News at Noon	12-1230pm	:30	DMSCLS1709H	\$100.00 NM
2	07/21/17	07/21/17	Entertainment Tonight	630-7p	----1--	:30	1	\$215.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 ----1-- 1 \$215.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	F	07/21/17	6:48 PM	Entertainment Tonight	630-7p	:30	DMSCLS1709H	\$215.00 NM
3	07/21/17	07/21/17	NBC Today Show	7-9am	----1--	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 ----1-- 1 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	F	07/21/17	8:40 AM	NBC Today Show	7-9am	:30	DMSCLS1709H	\$115.00 NM
5	07/24/17	07/24/17	NBC Today Show 3	10-11am	1-----	:30	1	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 1----- 1 \$50.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	10:29 AM	NBC Today Show 3	10-11am	:30	DMSCLS1709H	\$50.00 NM
6	07/24/17	07/24/17	ALABAMA LIVE @ 11A	11-1130Am	1-----	:30	1	\$30.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 1----- 1 \$30.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	11:29 AM	ALABAMA LIVE @ 11A	11-1130Am	:30	DMSCLS1709H	\$30.00 NM
7	07/24/17	07/24/17	ALABAMA LIVE @ 1130/1130A-12P			:30	1	\$30.00	NM

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1775571-1	07/30/17	July 2017	06/26/17 - 07/24/17
Advertiser	Product	Estimate Number	
POL/Strange, Luther/R/Sen	LUTHER STRANGE SENA	794	

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1-----									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 1----- 1 \$30.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	11:58 AM	ALABAMA LIVE @ 1130AM	1130A-12P	:30	DMSCLS1709H	\$30.00 NM
8	07/24/17	07/24/17	WSFA 12 News at Noon	12-1230pm	1-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 1----- 1 \$100.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	12:27 PM	WSFA 12 News at Noon	12-1230pm	:30	DMSCLS1709H	\$100.00 NM
9	07/24/17	07/24/17	WSFA 12 NEWS AT 4PM-F	430-5P	1-----	:30	1	\$75.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 1----- 1 \$75.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	4:42 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	DMSCLS1709H	\$75.00 NM
10	07/24/17	07/24/17	WSFA 12 News at Five	5-530pm	1-----	:30	1	\$185.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 1----- 1 \$185.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	5:23 PM	WSFA 12 News at Five	5-530pm	:30	DMSCLS1709H	\$185.00 NM
11	07/24/17	07/24/17	WSFA 12 News at Six - M6-630pm		1-----	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 1----- 1 \$350.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	6:14 PM	WSFA 12 News at Six - MF	6-630pm	:30	DMSCLS1709H	\$350.00 NM
13	07/24/17	07/24/17	NBC Today Show	7-9am	1-----	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 1----- 1 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	7:21 AM	NBC Today Show	7-9am	:30	DMSCLS1709H	\$115.00 NM
14	07/24/17	07/24/17	NBC Today 2	9-10am	1-----	:30	1	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 1----- 1 \$50.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	9:59 AM	NBC Today 2	9-10am	:30	DMSCLS1709H	\$50.00 NM
15	07/22/17	07/22/17	NBC Saturday Today Sho	6-8am	-----1-	:30	1	\$45.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 -----1- 1 \$45.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	07/22/17	07/22/17	NBC Saturday Today Sho6-8am		-----1-	:30	1	\$45.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Sa 07/22/17 NBC Saturday Today Show 6-8am :00 \$45.00 NM Credited									
16	07/23/17	07/23/17	NET NBC Sunday Today 7-8a		-----1	:30	1	\$45.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 -----1 1 \$45.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Su 07/23/17 NET NBC Sunday Today Show 7-8a :00 \$45.00 NM Credited									
17	07/23/17	07/23/17	NET NBC Meet The Pres:8-9a		-----1	:30	1	\$45.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 -----1 1 \$45.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Su 07/23/17 NET NBC Meet The Press 8-9a :00 \$45.00 NM Credited									
18	07/23/17	07/23/17	WSFA News Sunday AM 9-930a		-----1	:30	1	\$20.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 -----1 1 \$20.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Su 07/23/17 WSFA News Sunday AM 9-930a :00 \$20.00 NM Credited									
25	07/20/17	07/20/17	NBC Nightly News	530-6pm	---1---	:30	1	\$350.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 ---1--- 1 \$350.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 07/20/17 NBC Nightly News 530-6pm :00 \$350.00 NM Credited									
35	07/18/17	07/18/17	NBC Nightly News	530-6pm	-1-----	:30	1	\$350.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 -1----- 1 \$350.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Tu 07/18/17 NBC Nightly News 530-6pm :00 \$350.00 NM Credited									
47	07/21/17	07/21/17	WSFA 12 News at Six - M6-630pm		----F--	:30	1	\$350.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 ----F-- 1 \$350.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 07/21/17 6:15 PM WSFA 12 News at Six - MF 6-630pm :30 DMSCLS1709H \$350.00 NM									
52	07/21/17	07/21/17	HARRY	2-3p	----F--	:30	1	\$25.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 ----F-- 1 \$25.00									

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www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
52	07/21/17	07/21/17	HARRY	2-3p	----F--	:30	1	\$25.00	NM
07/17/17 07/23/17 ----F-- 1 \$25.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 07/21/17 2:11 PM HARRY 2-3p :30 DMSCLS1709H \$25.00 NM									
53	07/24/17	07/24/17	HARRY	2-3p	M-----	:30	1	\$25.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/24/17 07/30/17 M----- 1 \$25.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA M 07/24/17 2:55 PM HARRY 2-3p :30 DMSCLS1709H \$25.00 NM									
54	07/21/17	07/21/17	WSFA 12 News at Ten - 10-1035pm		----F--	:30	1	\$275.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 ----F-- 1 \$275.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 07/21/17 10:16 PM WSFA 12 News at Ten - MF 10-1035pm :30 DMSCLS1709H \$275.00 NM									
55	07/21/17	07/21/17	NBC Today Show 3	10-11am	----F--	:30	1	\$50.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 ----F-- 1 \$50.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 07/21/17 10:29 AM NBC Today Show 3 10-11am :30 DMSCLS1709H \$50.00 NM									
56	07/21/17	07/21/17	ALABAMA LIVE @ 11A	11-1130Am	----F--	:30	1	\$30.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 ----F-- 1 \$30.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 07/21/17 11:15 AM ALABAMA LIVE @ 11A 11-1130Am :30 DMSCLS1709H \$30.00 NM									
57	07/21/17	07/21/17	ALABAMA LIVE @ 1130A	1130A-12P	----F--	:30	1	\$30.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 ----F-- 1 \$30.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 07/21/17 11:43 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 DMSCLS1709H \$30.00 NM									
58	07/21/17	07/21/17	JUDGE JUDY 2ND RUN	3-330p	----F--	:30	1	\$60.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 ----F-- 1 \$60.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 07/21/17 3:25 PM JUDGE JUDY 2ND RUN 3-330p :30 DMSCLS1709H \$60.00 NM									
59	07/21/17	07/21/17	WSFA 12 NEWS AT 4PM	M-F 430-5P	----F--	:30	1	\$75.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/17/17 07/23/17 ----F-- 1 \$75.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 07/21/17 4:55 PM WSFA 12 NEWS AT 4PM M-F 430-5P :30 DMSCLS1709H \$75.00 NM									

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60	07/21/17	07/21/17	WSFA 12 News at Five	5-530pm	----F--	:30	1	\$185.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 ----F-- 1 \$185.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	F	07/21/17	5:22 PM	WSFA 12 News at Five	5-530pm	:30	DMSCLS1709H	\$185.00 NM
61	07/21/17	07/21/17	Today In Alabama	6a-7a	----F--	:30	1	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 ----F-- 1 \$175.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	F	07/21/17	6:31 AM	Today In Alabama	6a-7a	:30	DMSCLS1709H	\$175.00 NM
62	07/21/17	07/21/17	NBC Today Show	7-9am	----F--	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 ----F-- 1 \$115.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	F	07/21/17	7:58 AM	NBC Today Show	7-9am	:30	DMSCLS1709H	\$115.00 NM
63	07/21/17	07/21/17	Friday Prime Other	7-10pm	----F--	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 ----F-- 1 \$150.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	F	07/21/17	8:19 PM	Friday Prime Other	7-10pm	:30	DMSCLS1709H	\$150.00 NM
64	07/21/17	07/21/17	NBC Today 2	9-10am	----F--	:30	1	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 ----F-- 1 \$50.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	F	07/21/17	9:29 AM	NBC Today 2	9-10am	:30	DMSCLS1709H	\$50.00 NM
65	07/21/17	07/21/17	dateline nbc	9-10pm	----F--	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 ----F-- 1 \$225.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	F	07/21/17	9:14 PM	dateline nbc	9-10pm	:30	DMSCLS1709H	\$225.00 NM
66	07/24/17	07/24/17	WSFA 12 News at Ten - I10-1035pm		M-----	:30	1	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 M----- 1 \$275.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	07/24/17	10:23 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	DMSCLS1709H	\$275.00 NM
67	07/24/17	07/24/17	JUDGE JUDY 2ND RUN	3-330p	M-----	:30	1	\$60.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 M----- 1 \$60.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	07/24/17	3:12 PM	JUDGE JUDY 2ND RUN	3-330p	:30	DMSCLS1709H	\$60.00 NM

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INVOICE



Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1775571-1	07/30/17	July 2017	06/26/17 - 07/24/17
Advertiser	Product	Estimate Number	
POL/Strange, Luther/R/Sen	LUTHER STRANGE SENA	794	

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
68	07/24/17	07/24/17	Today In Alabama	6a-7a	M-----	:30	1	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 M----- 1 \$175.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	6:45 AM	Today In Alabama	6a-7a	:30	DMSCLS1709H	\$175.00 NM
69	07/24/17	07/24/17	ENTERTAINMENT TONIGHT	630-7p	M-----	:30	1	\$215.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 M----- 1 \$215.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	6:42 PM	ENTERTAINMENT TONIGHT	630-7p	:30	DMSCLS1709H	\$215.00 NM
70	07/24/17	07/24/17	NBC Today Show	7-9am	M-----	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 M----- 1 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	7:58 AM	NBC Today Show	7-9am	:30	DMSCLS1709H	\$115.00 NM
71	07/24/17	07/24/17	American Ninja Warrior	7-10pm	M-----	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/24/17 07/30/17 M----- 1 \$300.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/24/17	6:59 PM	American Ninja Warrior	7-10pm	:30	DMSCLS1709H	\$300.00 NM
72	07/22/17	07/22/17	WSFA 12 News at Ten - Sat	10-1030pm	-----S-	:30	1	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 -----S- 1 \$175.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Sa	07/22/17	10:09 PM	WSFA 12 News at Ten - Sat	10-1030pm	:30	DMSCLS1709H	\$175.00 NM
73	07/22/17	07/22/17	NET Open Championship	Various	-----S-	:30	4	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 -----S- 4 \$50.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WSFA	Sa	07/22/17	7:39 AM	NET Open Championship	Various	:30	DMSCLS1709H	\$50.00 NM
4	WSFA	Sa	07/22/17	11:42 AM	NET Open Championship	Various	:30	DMSCLS1709H	\$50.00 NM
3	WSFA	Sa	07/22/17	12:29 PM	NET Open Championship	Various	:30	DMSCLS1709H	\$50.00 NM
1	WSFA	Sa	07/22/17	1:07 PM	NET Open Championship	Various	:30	DMSCLS1709H	\$50.00 NM
74	07/23/17	07/23/17	Nascar Pre-Race	130p-5p	-----S	:30	4	\$65.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 -----S 4 \$65.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WSFA	Su	07/23/17	1:31 PM	Nascar Pre-Race	130p-5p	:30	DMSCLS1709H	\$65.00 NM
4	WSFA	Su	07/23/17	2:53 PM	Nascar Pre-Race	130p-5p	:30	DMSCLS1709H	\$65.00 NM
1	WSFA	Su	07/23/17	4:38 PM	Nascar Pre-Race	130p-5p	:30	DMSCLS1709H	\$65.00 NM
2	WSFA	Su	07/23/17	8:02 PM	Nascar Pre-Race	130p-5p	:30	DMSCLS1709H	\$65.00 NM

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Advertiser	Product	Estimate Number
POL/Strange, Luther/R/Sen	LUTHER STRANGE SENA	794

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
75	07/23/17	07/23/17	NET Open Championship	Various	-----S	:30	2	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 -----S 2 \$50.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WSFA	Su	07/23/17	8:47 AM	NET Open Championship	Various	:30	DMSCLS1709H	\$50.00 NM
1	WSFA	Su	07/23/17	9:41 AM	NET Open Championship	Various	:30	DMSCLS1709H	\$50.00 NM
76	07/23/17	07/23/17	The Wall	7-8PM	-----S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 -----S 1 \$200.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Su	07/23/17		The Wall	7-8PM	:00		\$200.00 NM
					Credited				
77	07/23/17	07/23/17	ANW	8-10p	-----S	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/17/17 07/23/17 -----S 1 \$300.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Su	07/23/17	9:28 PM	ANW	8-10p	:30	DMSCLS1709H	\$300.00 NM
Total Spots							45		

Payment Terms 30 Days

<u>Gross Total</u>	\$5,410.00
<u>Agency Commission</u>	\$811.50
<u>Net Amount Due</u>	\$4,598.50

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